MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 1, 2019 / 2020**

## TEP 1241
## ETHICS AND PROFESSIONAL CONDUCTS

(All Sections / Groups)

18 October 2019
3.00 p.m. – 5.00 p.m.
(2 hours)

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**INSTRUCTIONS TO STUDENT**

1. This question paper consists of **FOUR** pages only excluding the cover page.
2. Answer **ALL FIVE** structured questions.
3. Please write all your answers in the answer booklet provided.
4. Distribution of marks for each question is given.

## STRUCTURED QUESTIONS [50 MARKS]

**Instruction:** Answer **ALL FIVE** questions.

### QUESTION 1 [10 marks]

(a) Brey (2004) described the "*standard model of applied ethics*" (used by philosophers in *philosophical ethics*) which comprises 3 stages i.e. *Stage 1: identifying the controversial practice*, *Stage 2: describing and analyzing the problem* and *Stage 3: applying moral theories and principles*. Based on this, answer the following:

(i) What is the purpose of *Stage 2*? (1 mark)

(ii) Why do we need *Stage 3*? (1 mark)

(iii) Suppose *ransomware* is the *controversial practice* in *Stage 1* and the *moral theory* that is applied in *Stage 3* is *utilitarianism*.
What would your conclusion be upon applying this model? (0.5 mark)
How did you arrive at your conclusion? (1.5 marks)

(b) As there is *rule* and *act utilitarianism*, there is also *rule deontology* as formulated by Kant and *act deontology* as argued by Ross. Based on this, answer the following:

(i) How would you describe the main difference between Kant's *deontology* (*rule deontology*) and Ross's *deontology* (*act deontology*)? (1 mark)

(ii) How are Ross's ideas of *prima facie* duties and *actual* duties different from each other? (1 mark)

(iii) Ross believed that we have *prima facie* duties which, all things equal, we must follow. Describe *any* **TWO (2)** of Ross's list of *prima facie* duties. (1 mark)

(c) The *Facebook and Cambridge Analytica* scandal is a good example of a *privacy* issue. In this scandal, the data of Facebook users were improperly shared without their knowledge and consent. Based on this, answer the following:

(i) Which of the three classic theories of privacy (i.e. *accessibility privacy*, *decisional privacy* or *informational privacy*) can be **BEST** applied in the *Facebook and Cambridge Analytica* scandal mentioned above? (1 mark)

(ii) Should this scandal be considered a *loss of privacy* or a *violation of privacy* if Moor's *natural* versus *normative* distinction of privacy is applied? Explain the justification for your choice of answer. (1 mark)

(iii) Within the Malaysian context, how can the Personal Data Protection Act (2010) deter such a scandal from taking place? (1 mark)

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## QUESTION 2 [10 marks]

(a) The importance of *honesty* is often highlighted in the *code of ethics* for professional organisations. Ethicists believe that professionals are duty-bound to communicate the truth at all times. Based on this, answer the following:

(i) What is a *code of ethics*? (0.5 mark)
What purpose does it serve in an organisation of professionals? (0.5 mark)

(ii) How would a *deontologist* view the act of lying? (0.5 mark)
Explain your answer and use *deontology* to support it. (1 mark)

(iii) How would a *utilitarian* view the act of lying? (0.5 mark)
Explain your answer and use *utilitarianism* to support it. (1 mark)

(b) Besides *deontology* and *utilitarianism*, another ethical theory that is often used in resolving *ethical dilemma* is *virtue ethics*. Based on this, answer the following:

(i) How is *virtue ethics* different from <u>both</u> *deontology* and *utilitarianism*? (0.5 mark)

(ii) Suppose you face an *ethical dilemma* while doing your work in which you have to decide either to *expose a secret* or *keep a secret as an act of loyalty to a friend*. How would you use *virtue ethics* to help you resolve this ethical dilemma? Explain your answer by highlighting the important aspects of *virtue ethics* and provide **TWO (2)** examples of *virtue* in your answer. (1.5 marks)

(iii) What are **TWO (2)** *negative* points of *virtue ethics*? (1 mark)

(c) *Whistleblowing* has sometimes been described as an act of exposing alleged dishonesty or illegal activity within an organization. A notable example is the Edward Snowden and NSA incident. Based on this, answer the following:

(i) Why is *whistleblowing* considered *controversial* from an ethical viewpoint? (1 mark)

(ii) What would be a justifiable reason to *whistleblow* even <u>without</u> reference to *any* ethical theory? State **TWO (2)** reasons. (1 mark)

(iii) Why would a *deontologist* object to *whistleblowing* if the whistleblower is influenced to *whistleblow* by individuals or parties who do not take the whistleblower's interests into consideration? Use *deontological* reasoning to answer this question. (1 mark)

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## QUESTION 3 [10 marks]

(a) In *deontology*, morality is a matter of *duty*. Kant argued that morality must be grounded in the concept of *duty* or *obligations*. Based on this, answer the following:

(i) Compared to *utilitarianism*, what makes *deontology* uniquely different and meaningful (or convincing) as an ethical theory? (1 mark)

(ii) There are two classes of duties in *deontology*, i.e. (A) "*general duties*" and (B) "*relationship duties*". Use examples to explain these **TWO (2)** classes of duties. (1 mark)

(iii) Why is it that the *intention* of the *moral agent* is an important consideration in *deontology*? Use an example in your answer. (1 mark)

(iv) In *deontology*, always treating humans as "*ends-in-themselves*" is a much emphasised concept. Why is that? (1 mark)

(b) As part of professional ethics, terms such as *moral responsibility*, *legal liability* and *accountability* are often used within the working context of the IT professional. Based on this, answer the following:

(i) If a person is *morally responsible* for his or her actions, what does this mean? Use an example in your answer. (1 mark)

(ii) If a company is *legally liable* for an unlawful act, what does this mean? Use an example in your answer. (1 mark)

(iii) If a person is *accountable* for his or her failure, what does this mean? Use an example in your answer. (1 mark)

(c) The *digital divide* describes the disparity between those with access to Internet technology and those who do not. Based on this, answer the following:

(i) Why is the *digital divide* an ethical issue? Produce **THREE (3)** reasons. (1.5 mark)

(ii) If you have an *ethical duty* to bridge the *digital divide* in the country, how would you use *utilitarianism* to support the "rightness" of this duty? (1.5 mark)

## QUESTION 4 [10 marks]

(a) A form of property is *intellectual property* and examples of it include *copyrights*, *patents* and *trademarks*. Based on this, answer the following:

(i) What is a *copyright*? Use an example to support your answer. (1 mark)

(ii) How does the "fair use" principle work in *copyright infringement* issues? (1 mark)

(iii) To protect *intellectual property*, intellectual property "rights" are provided by law. What are **TWO (2)** reasons for creating such rights? (1 mark)

(iv) What would be the *utilitarian* justification for supporting intellectual property "rights"? (1 mark)

**Continued...**

(b) Lessig listed four constraints for regulating behavior, i.e. (1) *laws*, (2) *social norms*, (3) *market pressures* and (4) *architecture*. Based on this, answer the following:

(i) For cyberspace, Lessig replaced the physical constraint of *architecture* with "code". What was his view of "code" in cyberspace? (2 marks)

(ii) How would Lessig's model of four constraints for regulating behavior be used to regulate the issue of *online gambling* in cyberspace? (4 × 0.5 mark)

(c) *Virtual environments* include online (virtual) communities as well as virtual reality applications. To be virtual is to exist in cyberspace. What is the main ethical concern of *virtual environments*? Use a specific example in your answer. (2 marks)

**QUESTION 5 [10 marks]**

(a) While many hackers continue to be portrayed in the media as vandals, terrorists and saboteurs, there are people who have considered them to be political activists who are engaging in acts of "electronic civil disobedience (ECD)". Others have even considered some hackers to be *hacktivists*. Based on this, answer the following:

(i) Manion and Goodrum set some conditions for an act (by hackers) to qualify as "civilly disobedient". What are **TWO (2)** of these conditions? (1 mark)

(ii) What is a *hacktivist*? (1 mark)

(iii) How would *hacktivists* use *utilitarianism* to justify their actions? (1 mark)

(iv) What is *deontology*'s concept of *universality*? How would you use this concept of *universality* to point out that *hacktivism* is morally wrong? (1 mark)

(b) Cybercrimes are crimes which involve the use of technology. Common examples of cybercrimes include personal data breach, identity theft, cyber fraud, phishing, etc. Based on this, answer the following:

(i) What should a "genuine" cybercrime be? (1 mark)

(ii) Non "genuine" cybercrimes (i.e. cyber-related crimes) fall under the categories of *cyberexacerbated* crimes and *cyberassisted* crimes. What is the difference between these two categories? Use examples in your answer. (1 mark)

(iii) Personal data breach is morally wrong according to *deontology* based on the importance of treating people as *ends-in-themselves*. Why is that? (1 mark)

(c) *Ambient intelligence* is the convergence of *pervasive computing*, *ubiquitous communication* and *intelligent user interfaces*. Based on this, answer the following:

(i) What is *ambient intelligence*? (1 mark)

(ii) What is the ethical concern of *ambient intelligence* in terms of *privacy* and *surveillance* as given by Langheinrich? State *any* **TWO (2)** concerns. (1 mark)

(iii) With *ambient intelligence*, there is the concern of "*pervasive*" *surveillance*. What is "*pervasive surveillance*"? How is this even possible? (1 mark)

**End of paper**